

PARLIAMENT 1995 PACKAGING/PRE-CON NEEDS

RETAIL PACK PROMOTION

- March B1G1F Sleeve &/or Pack Sticker
 - Qty: 370M
 - Box Packing Only
 - One Sticker/Deal
 - Sticker contains bounceback offer for free lighter w/ 5 pack UPC's
- June 2-Pack w/ Incentive Pack Sticker ?
 - Qty: 370 M
 - Box Packing Only
 - Sticker contains bounceback offer for free lighter w/ 5 pack UPC's

RETAIL CARTON INSERT

- April Carton Insert
 - Qty: 1.3MM Total Cartons
 - 780M 100's Cartons (60%)
 - 260M Box Cartons (20%)
 - 260M Soft Cartons (20%)
 - Bounceback Offer for Free Ice Cream Dishes w/ 60 pack UPC's
- August Carton Insert
 - Qty: 1.3MM Total Cartons
 - 780M 100's Cartons (60%)
 - 260M Box Cartons (20%)
 - 260M Soft Cartons (20%)
 - Bounceback Offer: TBD
- December Carton Insert
 - Qty: 1.3MM Total Cartons
 - 780M 100's Cartons (60%)
 - 260M Box Cartons (20%)
 - 260M Soft Cartons (20%)
 - Bounceback Offer: TBD

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